

ABSTRACT

A sending user unit (400) provides data, intended to multiple receiving user units (410-430), to a communications server (100). The server (100) identifies a set of at least two receiving user units (410-412; 420-424) that participate in the session and are associated with a same cell (15; 25). The set of user units (410-412; 420-424) are identified based on session identifiers (144) and cell identifiers (146) stored in an associated database (140). The data from the sending user unit (400) is then simultaneously transmitted to the receiving user units (410-412; 420-424) in a point-to-multipoint manner using a same dedicated channel specific for the cell (15, 25) in which the user units (410-412; 420-424) of set are present. The invention is in particular applicable to Push to talk over cellular (PoC) and other group-based data communications services.